To: Young, G A., Van Horn-Dern, Cheryl, Turner, Dave, Tucker, Wayne F., Simkins, Barbara J., Schmidt, Peter, Roth, William J., Rissler, Robert, Riser, David B., Renehan, Thomas M., Poole, Larry T., Loftin, Jerry R., Karambelas, Sam R., Kane, R F., Haisch, E Gene, Garrison, Dean, Farmer, R C., Driskell, Stanley, Dotson, Roy P.

From: S=Malloy; G=Shelley; O=msmail; P=rjrt; A=rjrx400; C=us

Posted: 11/26/97 14:27

Opened: 11/26/97 10:49

Subject: Salem Test Market

Greetings everyone!! For those of you who haven't met me yet, I am the new retail marketing person on Salem. I know many of you had some questions regarding the Salem test in NY so I decided to send each ROU 4 cartons of the new Salem box product (the Slide-Box). In NY Metro, the whole Salem family has the same graphics that you will see on the box product. I am attaching a brief summary of what we are doing in the test market. The gratis product should get to you before your annual meetings.

Call or email me with any questions.

Shelley (x5778)

[[ROU.DOC : 2333 in ROU.DOC]]

CC: Williams, Duane, Surman, William E., Snow, Robert, Pendy, Chris, Overfelt, Gary W., Miyares, E H., MacWilliams, Lori, Lanterna, Skip, Hirsch, Mark, Harbaugh, Larry W., Hansen, Glenn J., Goodman, Mark J., Gillespie, Tim F., Donnelly, Mark, Dobrowolski, R E., Crouch, Jude, Cordell, Sharon S., Bagby, Thomas
S=Willard; G=Yvette; O=msmail; P=rjrt; A=rjrx400; C=us
S=Qualkinbush; G=Steve; I=R.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Odom; G=J. Tom; O=msmail; P=rjrt; A=rjrx400; C=us
S=Fitzgerald; G=Don; I=P.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Cook; G=Floyd; I=F.; O=msmail; P=rjrt; A=rjrx400; C=us

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